

# Transit Development Plan



Committee of the Whole  
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# What is a Transit Development Plan?

A blueprint for the development and improvement of a transit system

OPERATIONS PLAN	CAPITAL PROGRAM	FINANCIAL PLAN
MANAGEMENT PLAN	MARKETING RECOMMENDATIONS	IMPLEMENTATION SCHEDULE

Flows into the strategic or long range plan

Links what is and what can be

Supports economic development plans

# Our Approach

Do no harm: always  
recognize the core  
riders

Provide public  
access to the  
planning process

Emphasize  
collaborative  
planning/consensus  
process

Match services and  
needs appropriately

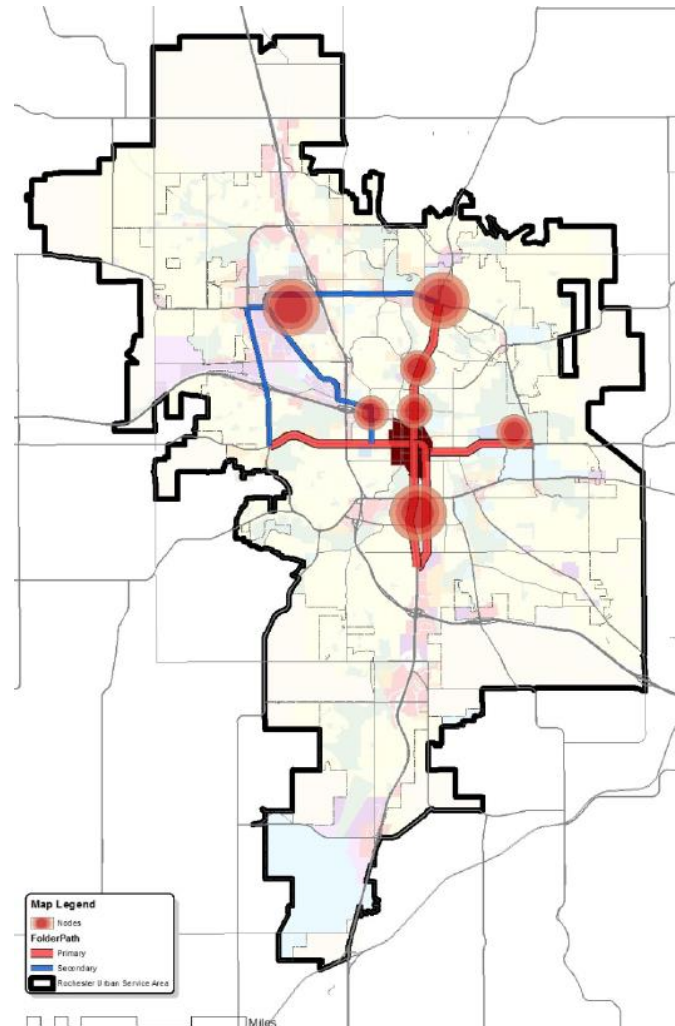
Smooth transition for  
growth: allow for  
evolution to serve  
changing needs/new  
initiatives

Bus operations  
supported by a  
sound financial plan,  
capital program and  
management team

Meet ADA, Title VI  
and other regulatory  
requirements

# Inputs to the Transit Development Plan

- Peer review
- Surveys and public outreach
- System analysis
- Socio-demographic and development analysis
- Coordination with other planning activities
  - Comprehensive Plan (PTN)
  - Destination Medical Center



# Service Guidelines

- **Service Attributes**
  - Availability (Based on population density AND destination attraction)
  - Route Structure
  - Service Provision
- **Operational Attributes**
  - Speed
  - Loading
  - Bus Stop Spacing
  - Dependability
- **Passenger Comfort and Convenience**
  - Bus shelters
  - Bus Stop Signs
  - Revenue Equipment
  - Public Information
- **Fiscal Condition**
  - Fare Structure
  - Farebox Recovery
  - Productivity
  - Evaluations of New Services

# Peer Group Findings

- RPT operates more service than peers and has a higher productivity than the peer group
- RPT services are more expensive but also generates more revenue so are also more financially efficient than the peer group
- ZIPS provides less service than the peer group with comparable service productivity to the peer group
- ZIPS cost indicators are lower than the peer group average

# Public Outreach Methodologies

To guide the development of strategies to improve future transit service, a public outreach program was developed to engage local stakeholders, riders and the Rochester community through

- **On-line Surveys;** developed for 2 groups
  - Decision Makers
  - Community
- **On-board Surveys;** developed for on-board RPT riders
- **Public Meetings**
- **Focused Discussion Meetings**
- **Pop-up Events**

# Outreach Key Findings

- **From Decision Makers Survey:**

- 77% have not used public transit
- 97% agreed public transit is important for Rochester—93% agreed is good for business
- 72% believe extending span of service throughout the day is a top priority

- **From Community Survey:**

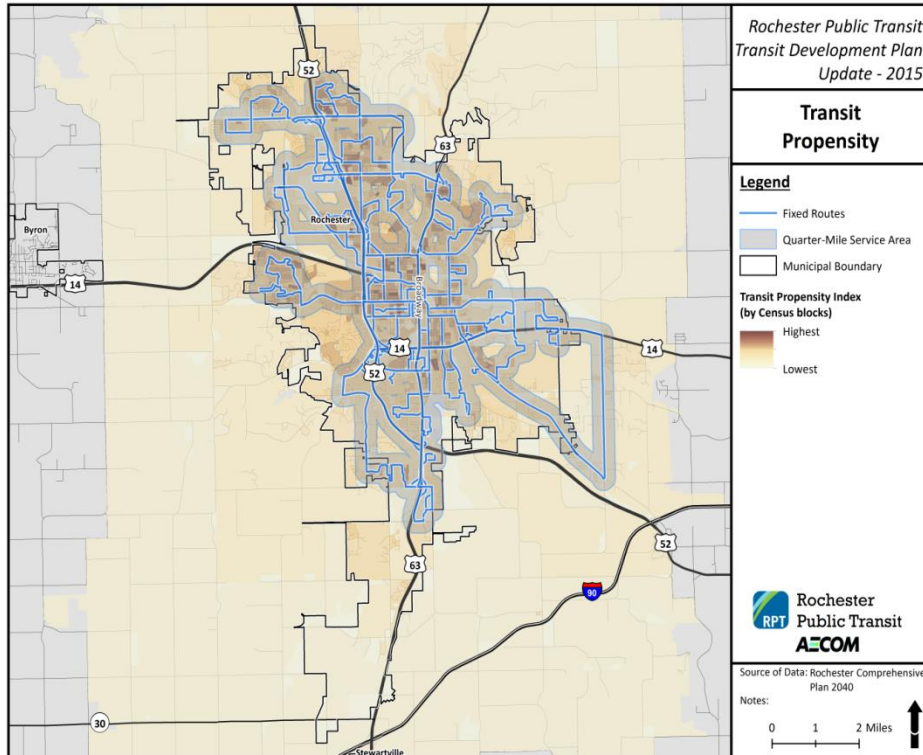
- 54% have not used public transit within the past 6 months
- 37% are employed by Mayo Clinic
- Highest unmet needs are evening, weekend service and geographical gaps in service
- 77% believe second shift commuters are poorly served

- **From On-board Survey:**

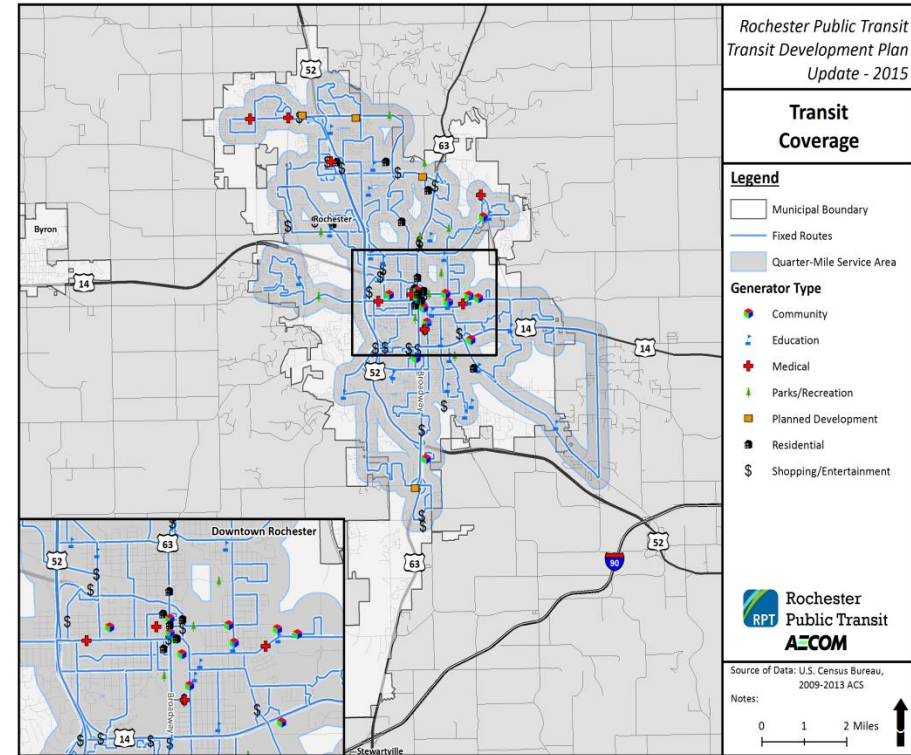
- 68% use the bus to get to and from work—50% of them indicated they can use alternative modes in the absence of bus services vs. 29.5% of other riders
- Lack of parking is the main incentive for riders to use bus
- 83.3% of riders recommend bus riding to others



# Congruency Analysis

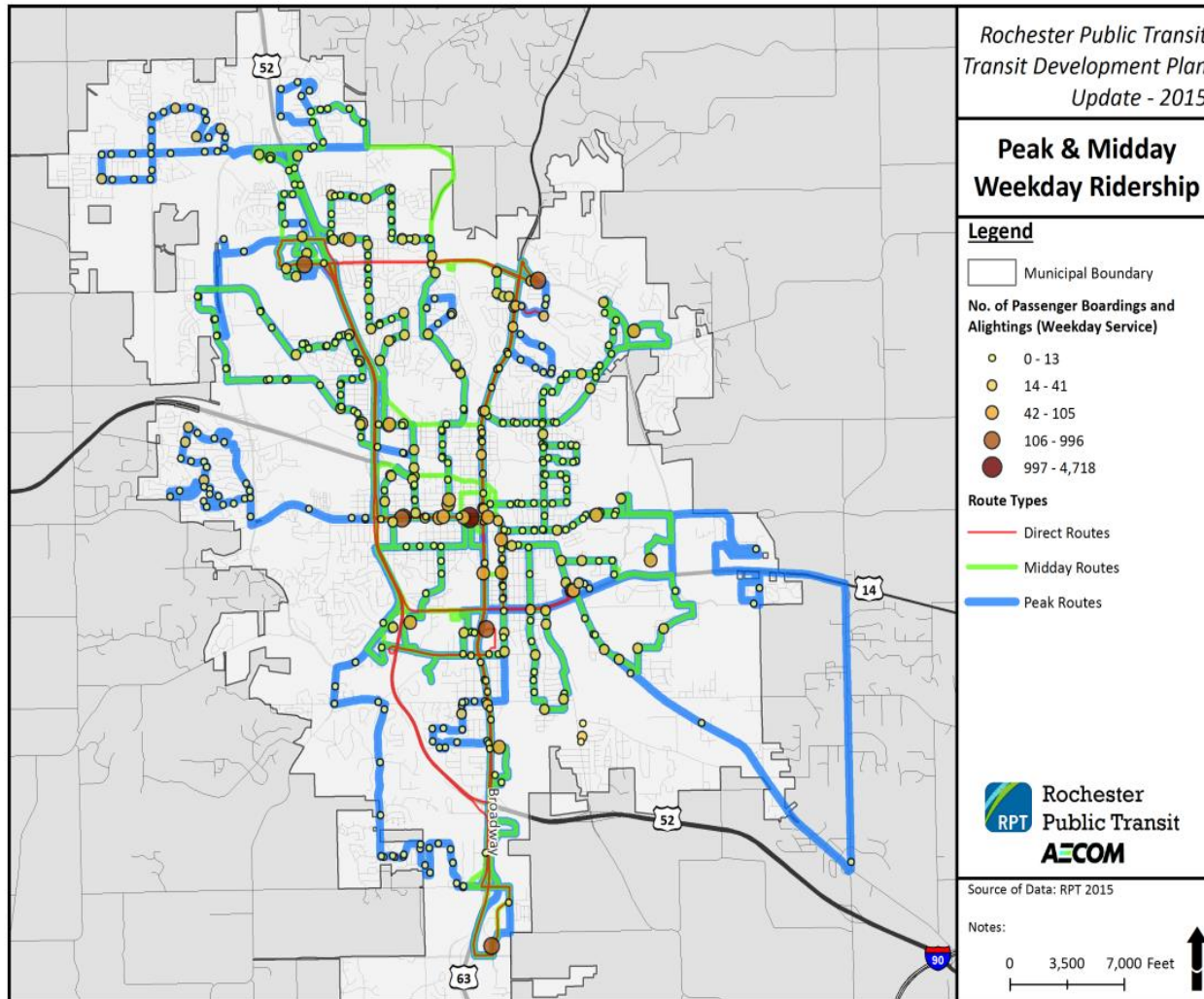


Service Coverage Compared  
Transit Propensity



Service Coverage Compared to the  
location of Major Generators

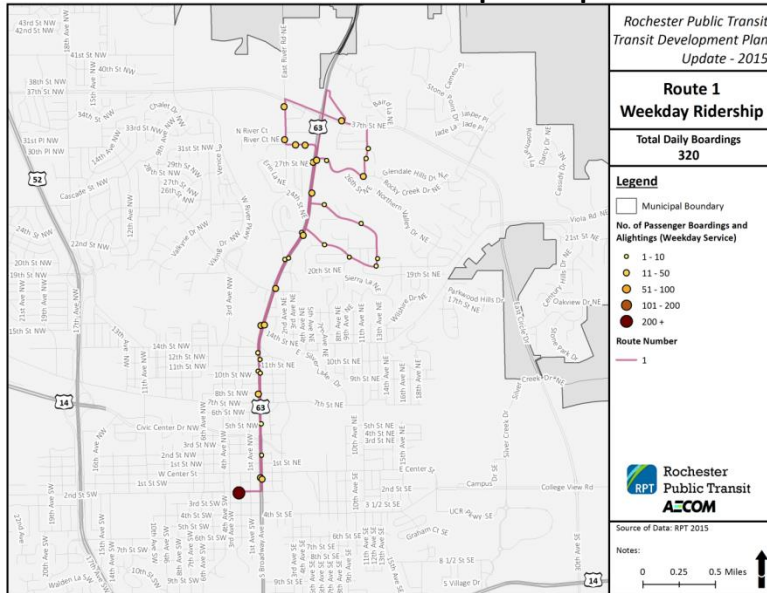
# Activity Maps



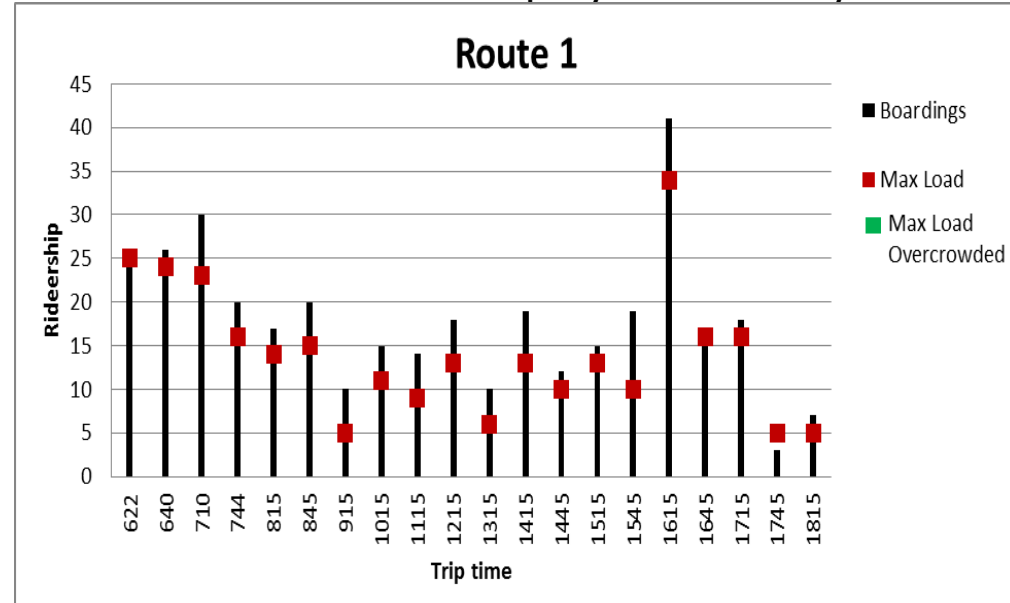
Weekday Local and Direct Service Ridership Activity  
By Stop

# Route Profiles

## Route 1 Ridership Map



## Route 1 Ridership by Time of Day



# Issues and Opportunities

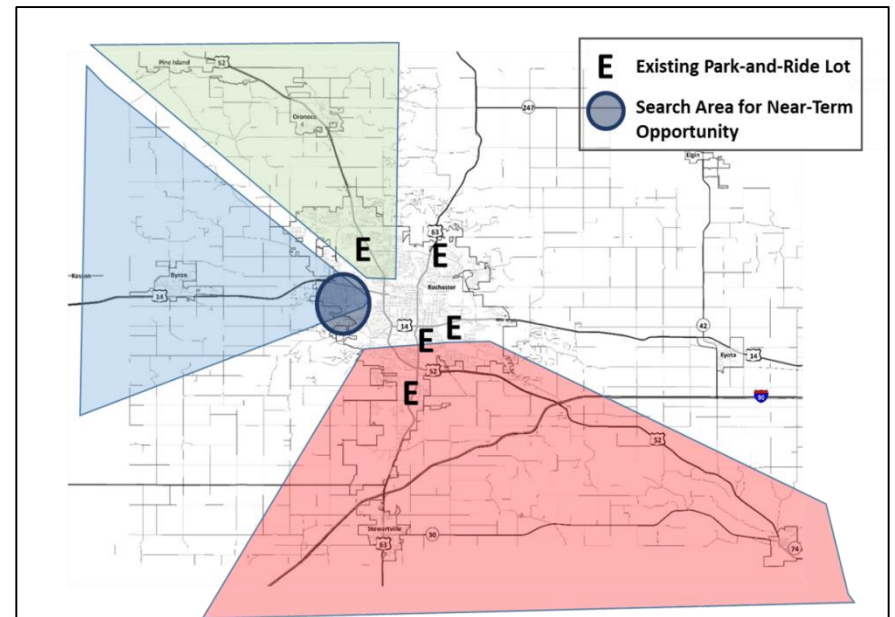
- Review system orientation
- Improve individual route efficiencies
- Ensure appropriate area coverage
- Add or modify services in newly developed areas
- Consider additional transfer locations
- Increase park and ride availability
- Make full use of ITS
- Improve system legibility
- ZIPS is a smaller service than peer services

# Park-and-Ride

- Park and Ride lots are at or close to capacity
- Park and Ride demand is tied to growth in employment
- There is no western Park and Ride lot
- Phased expansion of current/implementation of new lots

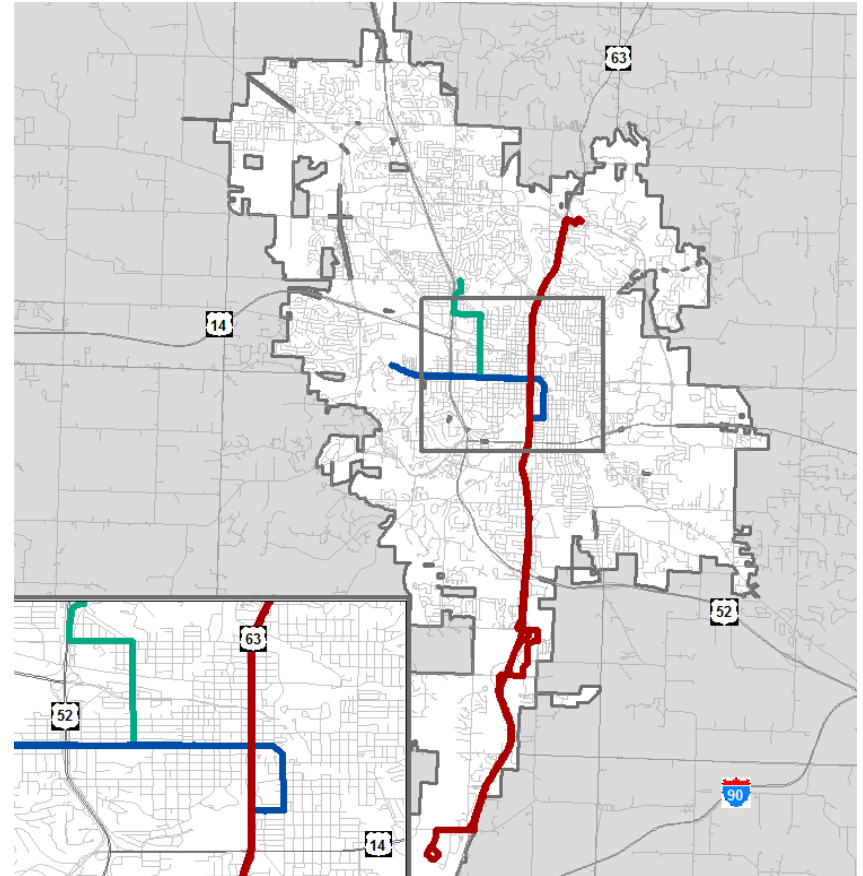
Location	Sector	Vehicles in Lot	Spaces Available	Percent Occupied
Shopko/ Chateau	Northeast	248	160	155%
Cub Foods	Southeast	41	50	82%
Fairgrounds	Southwest	194	230	84%
Target (South)	Southwest	218	190	115%
IBM (Total)	Northwest	614	667	92%
Total All Lots		1,315	1,297	101%

Source: Rochester Public Transit, January, 2016



# Service Plan

- 10: Northeast quadrant
- 20: Southeast quadrant
- 30: South Broadway
- 40: Southwest quadrant
- 50: Country Club
- 60: Northwest area
- 70: North between Broadway and TH 52
- 80: Bus Rapid Transit
- 90: Crosstowns
- Direct Routes are -7 or -9



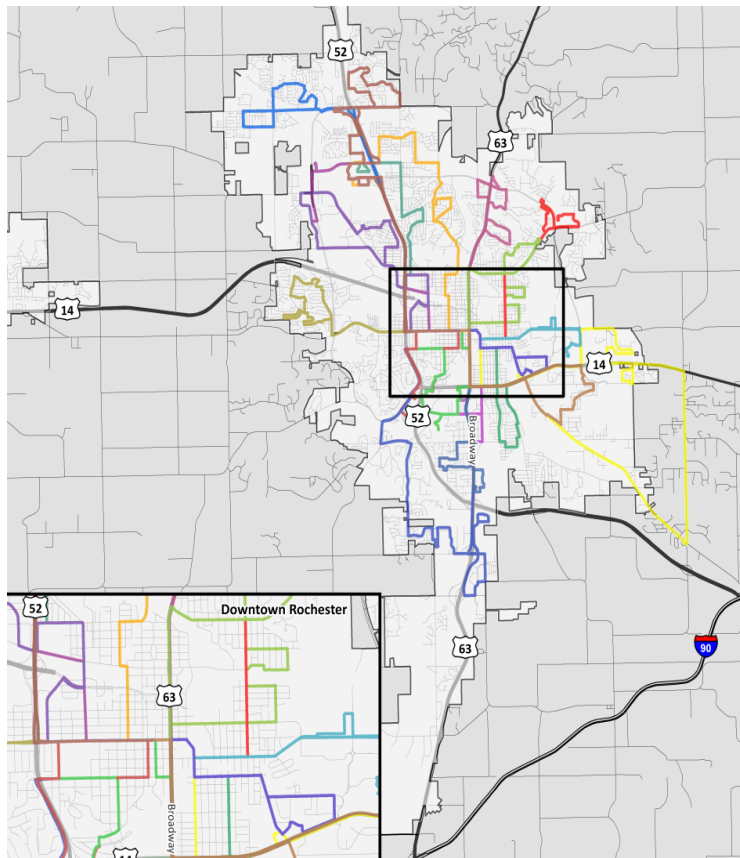


# Service Plan

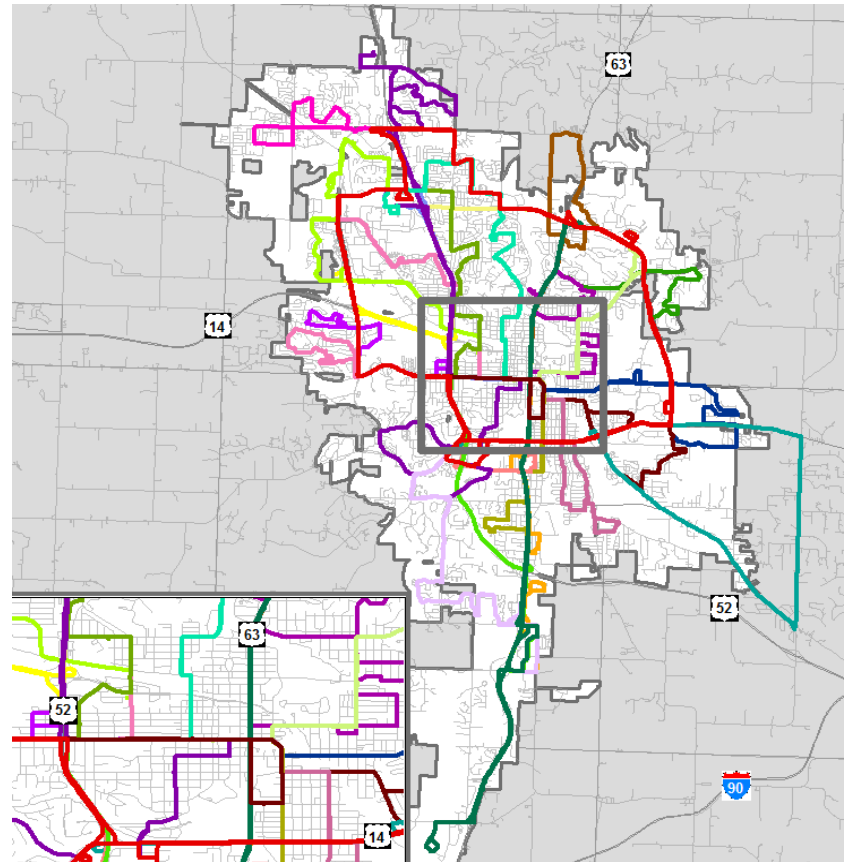
- Primary Service operates on weekdays from 5:00AM to 8:00PM
- Weekday night service operates until 11:00PM
- Saturday/Sunday service from 7:00AM to 7:00PM
- Service interval
  - Weekday peak every 30 minutes
  - Off-peak every 60 minutes
- Night and weekend service operates on Routes: 10, 16, 24, 32, 42, 64, 72, 74, 91, 92
- ZIPS will adjust to meet service span

# Weekday Peak Service

**Current**



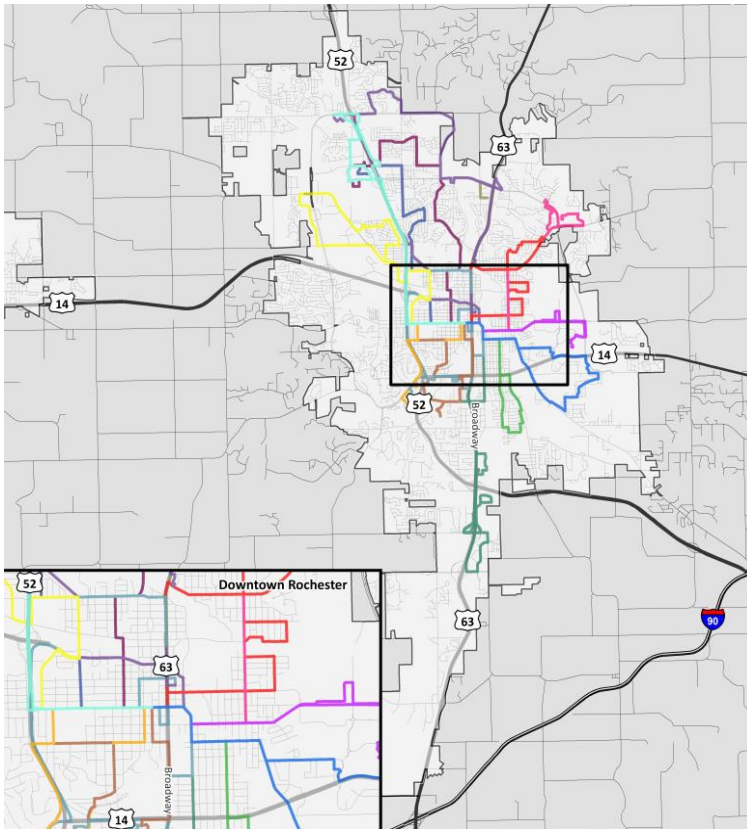
**Proposed**



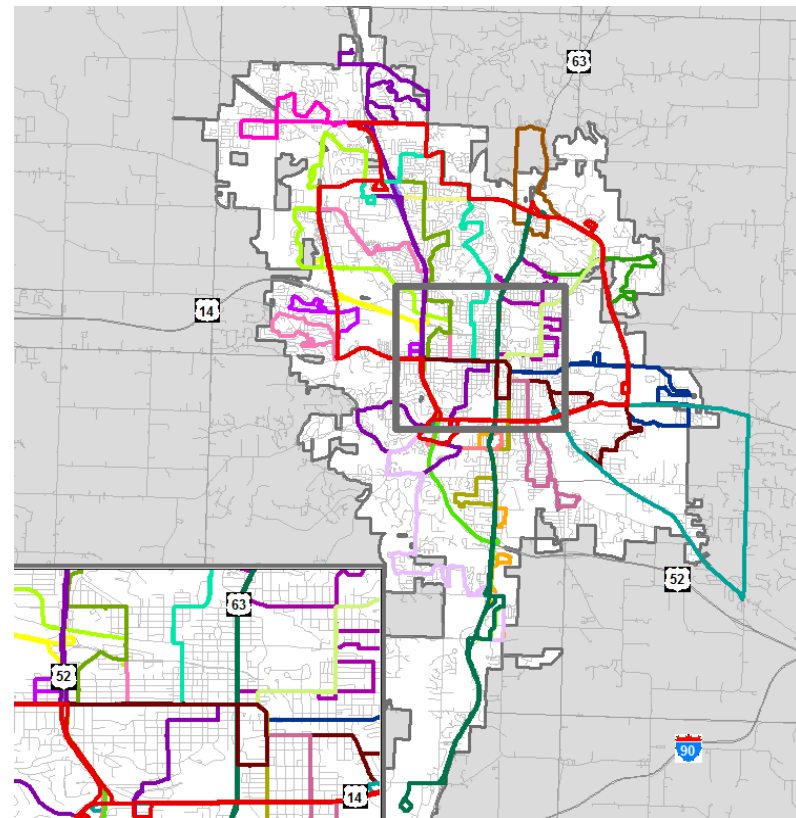


# Weekday Midday Service

**Current**

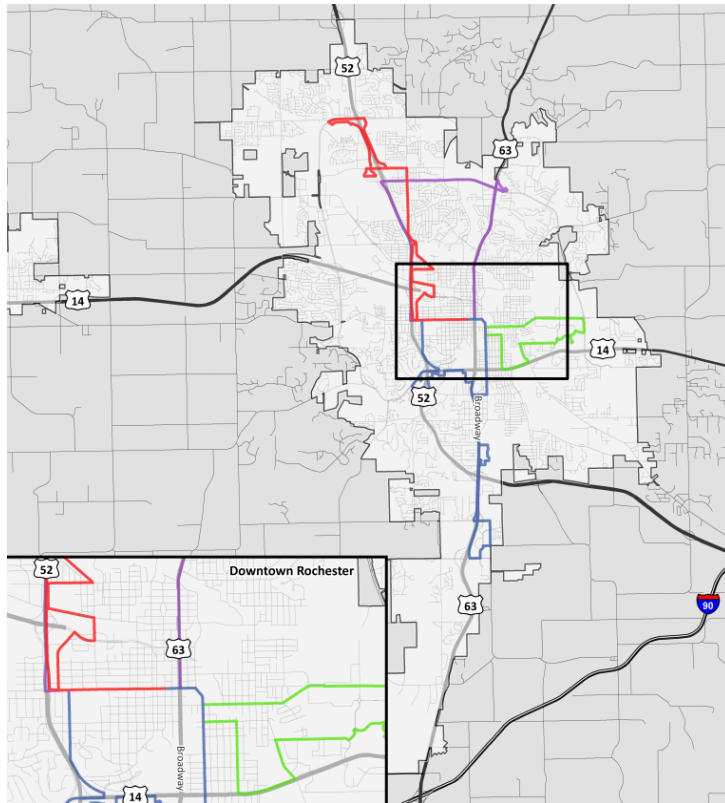


**Proposed**

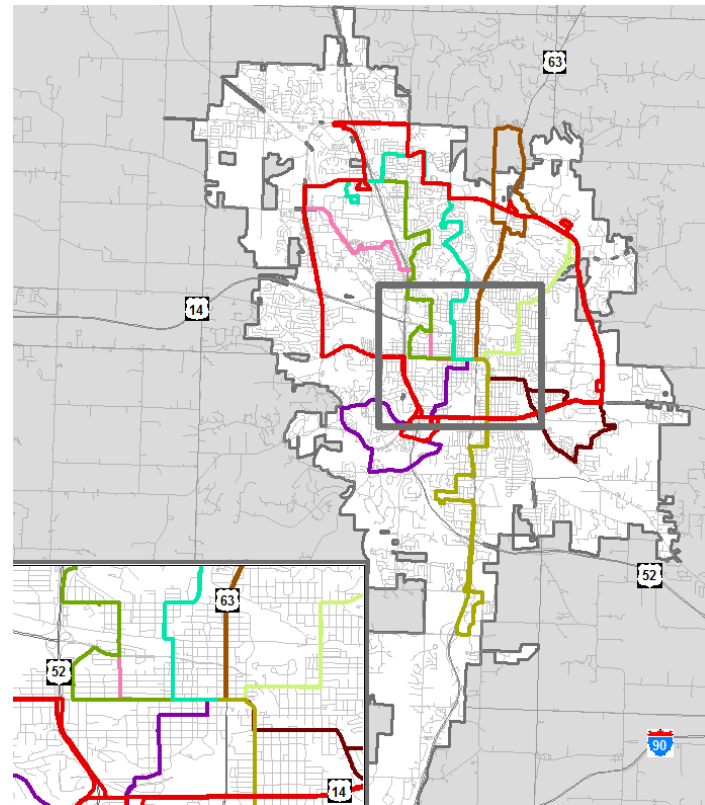


# Weekday Evening Service

## Current

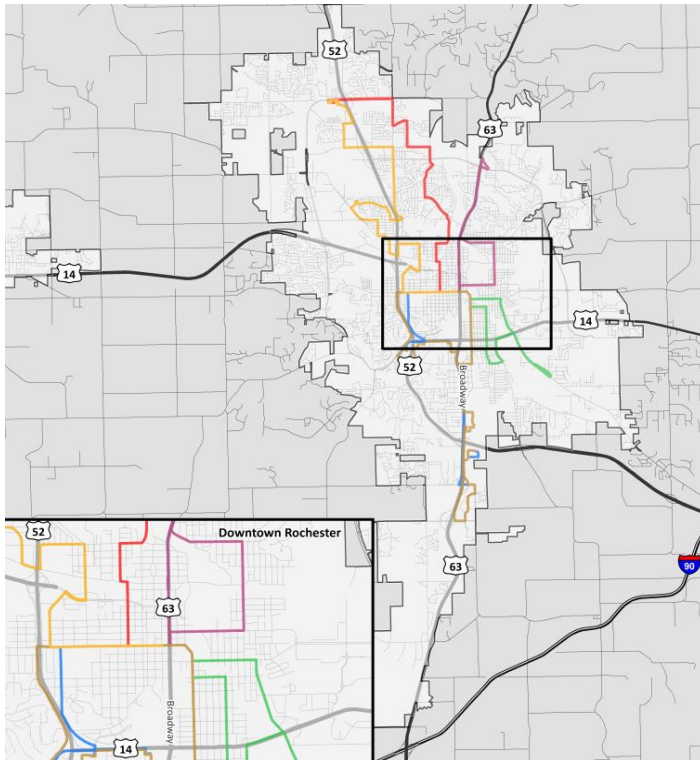


## Proposed

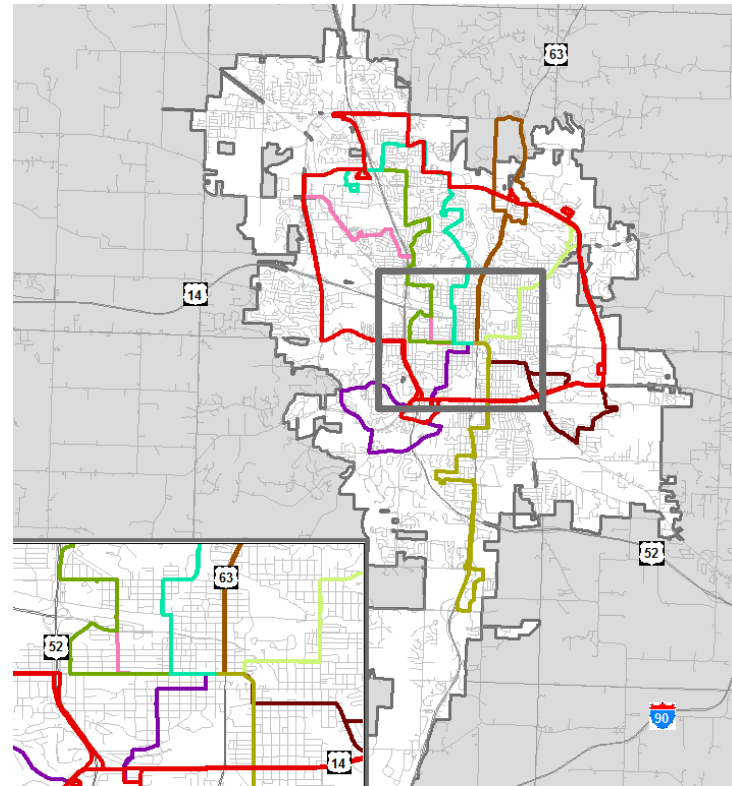


# Saturday Service

## Current



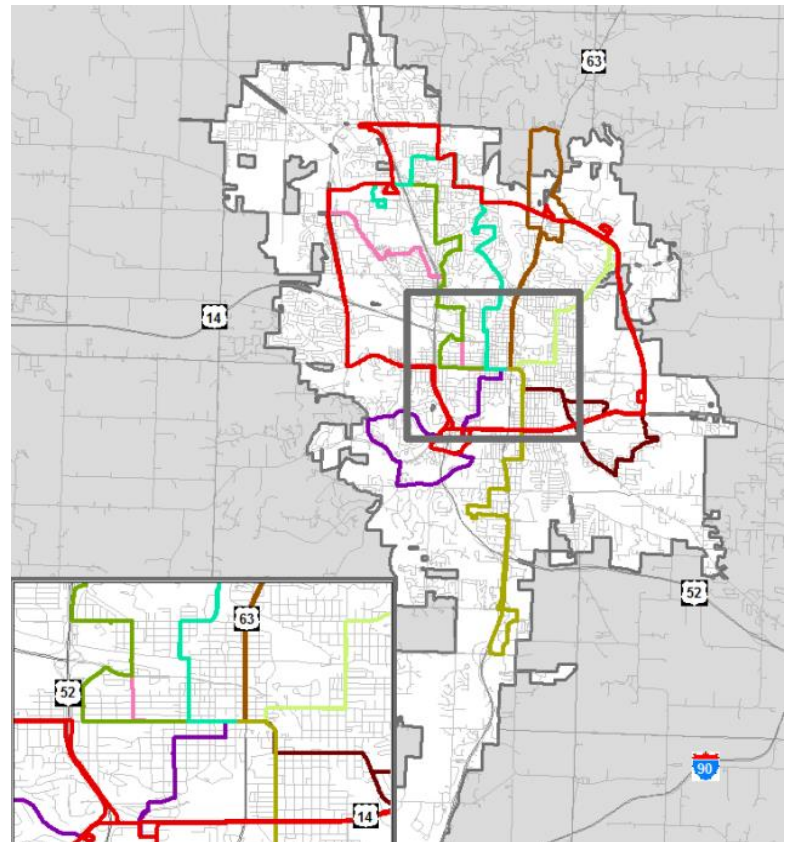
## Proposed



# Sunday Service

**Current**

**Proposed**



# Outreach on the Recommended Plan

## Items that were well received

- Sunday service
- Consistent routings throughout the day
- Frequent corridors
- All-day service coverage throughout the city
- Extended span (later and earlier service)
- New route to the Olmsted County History Center
- Development of crosstown service
- Future BRT services
- Improvements to Direct services
- Route nomenclature changes
- Articulated buses

## Modifications based on public comments

- Route 12 serving Century Hills neighborhood
- Route 15 to Rochester Recreation Center/125 Live
- Route 29 serving 55<sup>th</sup> Avenue SE
- Route 44 to Hart Farm area
- BRT service to Rochester International Airport

# Implementation Schedule

- 2017 – add service to current routes
- 2018 – Begin system restructuring and nomenclature changes
- 2019 – Restructure Country Club route and crosstown service between RCTC and Target Marketplace
- 2020 – Complete crosstown service loop East-West BRT
- 2021 – North-South BRT service
- Beyond 2021
  - Additional evening and weekend services
  - Neighborhood services
  - Frequency improvements

Year	Revenue Hours	Total Buses
Current	71,300	38
Year 1 (2017)	83,600	43
Year 2 (2018)	87,300	61
Year 3 (2019)	107,800	69
Year 4 (2020)	126,300	71
Year 5 (2021)	130,300	72
Change	59,000	34

# Vehicles

- Fixed Route
  - 15 year lifespan
  - Consider articulated buses for high ridership, BRT, and Direct routes
  - Consider smaller buses for neighborhood routes
- ZIPS
  - 7 year lifespan
  - Based on ridership growth of 3% per year

	Replacement	Expansion	Total
<i>Fixed Route</i>			
2017	5	5	10
2018	4	22	26
2019	4	10	14
2020	6	2	8
2021	5	1	6
<i>ZIPS</i>			
2017	1	0	1
2018	2	0	2
2019	1	0	1
2020	0	1	1
2021	2	0	2

# Other Capital

- Facility expansion
  - Storage and maintenance need exceeds 60 buses by 2018
  - Funded in 2017 and 2018
- Downtown Transit Center and St Mays Transit Station improvements
- New satellite transfer stations
  - Northwest: IBM/Target Marketplace
  - South: Target South
- Bus stop amenities
  - Bus shelters
  - Bus stop signs
- Farebox technology
- Electronic fare car kiosks
- ITS
  - Automatic Vehicle Locators
  - Bus stop annunciators
  - Transit signal priority system



# Financial Plan

	2017	2018	2019	2020	2021
Operating Cost	\$9,304,388	\$9,954,891	\$12,266,488	\$13,741,062	\$14,668,843
Capital Cost	\$6,220,755	\$11,343,105	\$7,131,955	\$21,885,458	\$3,390,822
Total Cost	\$15,525,143	\$21,297,996	\$19,398,443	\$35,626,519	\$18,059,665
Fare Revenue	\$2,577,617	\$3,093,158	\$3,780,788	\$3,968,665	\$4,519,820
Advertising	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
State Funding	\$10,019,612	\$13,295,452	\$11,730,038	\$12,291,944	\$11,031,249
Federal Funding	\$398,678	\$1,561,047	\$822,475	\$13,350,074	\$440,065
Local Funding	\$2,351,236	\$2,978,339	\$2,915,143	\$2,715,837	\$1,968,531
Project Reserves and Retained Earnings	\$78,000	\$270,000	\$50,000	\$3,200,000	\$0
Total Funding	\$15,525,143	\$21,297,996	\$19,398,443	\$35,626,519	\$18,059,665

# Fare Policy

- Cash fares: current base fare is \$2.00
- Multi-ride tickets
  - 10 ride tickets
  - 20 ride tickets
- Unlimited ride
  - 31 day
  - 365 day
- ZIPS fares
  - \$3.00 for a single trip
  - \$15.00 for five trips
- No changes to fare policy proposed
- Low income transit pass
  - Could be used by up to 30% of riders
  - Would require a funding mechanism
- Should be reevaluated based on farebox recovery rates
  - Full system fare increase for all fare and service categories
  - Targeted fare increase applied to certain fare categories or services

# Staffing and Marketing

## Staffing

- Currently four staff members
  - Transit and Parking Manager
  - Parking and Transit Assistant
  - Transit Planner
  - Marketing coordinator
- Many functions are performed by:
  - Other city departments
  - Contractor
- Two positions are proposed
  - Operations manager
  - Grants specialist
- Parking contractor may add a Transportation Management Specialist

## Marketing

- Improved public materials
  - System map
  - Route guides
  - Park-and-ride guides
  - School guides
  - Bus stop signs
- Outreach through
  - Social media
  - RPT website
  - Community events and forums

# Title VI

- Purpose: to ensure that changes to the transit system do not adversely impact minority or low income population
- Not officially required but conducted since within 5 years Rochester may reach the threshold that requires analysis
- Findings:
  - Minority and low income populations did have access to the planning process
  - Route changes do not adversely impact minority and low income populations

# Rochester Public School Transportation

- Identified home locations of students at each school
- Identified current and proposed services to each school and students that can be served
- Developed potential school oriented bus routes
- Investigating insurance and regulations regarding student transportation

# Limitations in Providing School Service

- School start times are during AM peak period
- Many students will have to travel in the peak direction thereby causing crowding on RPT regular route
- Many students live outside the RPT service area
- RPT does not have the capacity for the required additional buses